



EAST VILLAGE ASSOCIATION, INC. (EVA)
Board of Directors Meeting
Thursday, July 2, 2020 @ 4:00 p.m.
Virtual Zoom

I. 4:05 PM-Call to Order and Self-Introductions - Terry McCleary, Claudine Scott, James Haug, Todd Brown, Artem, Brittney Bailey, David Miles, David Alvares, PDowley, Hasan, Robyn Spencer, Harry Schwartz, Todd Brown, Alonso Vivas, Diane Peabody Straw, Michael Cox, Karamia Thompson

II. Adoption of Agenda Action- James Haug, President

III. Consent Items:April Financials, May Financials, May Board Meeting Minutes

James- Motion to approve and adopt agenda 4:05 PM

Claudine Scott motion, Todd Brown 2nd motion, all in favor **4:06 PM**

IV. Public Comments (2-minute limit per organization)

A. **Brittany Bailey** - Councilmember Chris Ward's Office

- Council Member Ward is implementing the CARES Act for rent relief. We had proposed \$61.9 million. Council moved to fund a rent relief program at \$15.1 million. Housing commission will be making this available in 3 weeks. Families with children and those over 62 will take priority. The moratorium has been extended for leases, renting and mortgages. Parking enforcement starting on July 1st, fines will start July 15th. There has been an uptick in calls about concerns over safety in the East Village. Send specific spots that need attention to Brittney Bailey. The council is meeting next week to discuss a plan. Taking suggestions for the PROW program.

Simon: Will we be able to extend patios 7 days a week.

Brittney: Parklet areas can stay open as long as the business is open. Alonso's team has been taking alot of calls to assist residents.

B. Alonso Vivas - Clean & Safe

- 4:14 PM- Today is the beginning of the fiscal year. Important transition in East Village. The budget cycle is going in front of the city council. We may need support in meetings. Budget changes needed to be made based on 2008 property tax delinquency. Core services will be kept intact and increase other services. People had stated they would like more homeless outreach, safety, doggy bags and pressure washing. In the fiscal year 2020 clean and safe pressure washed 172 sidewalks . For fiscal year 2021 we had 15% in pressure washing. Security will not be increased, but it will not be cut any



slimmer than it is. During COVID-19 we kicked off 24/7 security. This was originally a pilot program, and will continue with EVA for graveyard . There has been a reduction in tree trimming. For the fiscal year of 2021 we project to cut 288 trees for East Village. For homeless outreach we are looking into a contract with the housing commission for \$800,000 to run a program. We no longer have to use property assessment funds to run this program. The homeless count for June increased by 100 from May. May had 332 homeless and June had 418. We did see a decrease in the homeless population compared to last year. 2019 we had 900+ homeless in downtown and 2020 we have 700+.

Claudine: What phone number can we call for 24/7 security?

Alonso: 24/7 security number will be the same for clean and safe dispatch. Both are patrolling and taking service requests.

Justin: Any trends to note in homeless activity?

Alonso: We have a challenge at the moment to choose to help individuals or focus on helping businesses. Pre-COVID we were more effective at getting people into programs or to comply with peaceful living. Lately there has been more pushback from the homeless to comply with either. Most of the officers were taken off of patrol to assist with the protests. I highly suggest East Village residents attend a shift change to see what it entails.

Artem: It seems that most of the people are concentrating on 14th and 15th. There are a big number of complaints that are now about assaults or harassments. A Lot of members have been cancelling due to assaults, aggression, women being sexually assaulted. Is there something happening that caused a spike in aggressive individuals? What can we do to get the city to respond?

Alonso: Relying on law enforcement & the city is not feasible. RTFH and the county needs to be involved. Some of these individuals need help mentally not to be arrested or to be put in a program. We have not made much progress with individuals that have mental health problems. We have made progress with those that need help in other ways. We need more skilled individuals to come out and make contact.

James: Supervisor Fletcher was going to focus on mental health issues then funds had to get redirected.

Harry: What can the group do to address the issue?

Alonso: EVA was built to help businesses not meant to help other issues that are impacting the area. EVA can educate the board on facts and reality when it comes to homelessness. Housing commission put out a long term vision plan. Staying informed is the best option. Having conversations with RTH & the county.



C. Marlo Woods - San Diego Police Department - Skipped

V. Special Presentation - Kilroy, Salvation Army Property Project

4:41 PM: Dave & P Dowley: City Council will be reviewing $\frac{2}{3}$ of a block and a possible other $\frac{1}{3}$ that Kilroy bought from the Salvation Army. This will be used as a possible addition to East Village. This addition will bring jobs and transit closer along with housing. Kilroy will be adding a mixed use development office and retail. Kilroy will partner with the city to create more affordable housing. Would be requesting a support letter from EVA to support a full partnership between the city of SD and Kilroy. This will be going to council in 2 weeks and will need the letter by then.

Hasan: What is the need of exclusivity with the city?

Dave: Civic SD was overseeing even though there was no interest in the site. This action is required due to the affordable housing act.

James: How will affordable housing come into action?

Dave: This site requires that developers make 20% of the units affordable or 100%

Peter: City has the ability to sell the building for affordable housing. Kilroy will either purchase the site and use the funds to create an affordable housing development or partner with a developer already creating affordable housing.

James- Motion to write letter of support

Claudine motion- Simon 2nd motion- All in favor at **4:58 PM**

VI. President's Report: Administrative Items [conflict of interest declarations and comments]

VI. Executive Director Report Straw

Diane Peabody

a. Curbside East Village

Diane: City regulations are always changing. This weekend was cancelled due to short staff on 4th of July. We opted to push to July 10th, Friday and Saturday only. Everything I need from each business is on track. We will be renting items needed due to the labor being included. This will allow us to see if renting or purchasing will be worth it in the long run. Marketing and collateral are ready when the city finalizes.

Harry: Are we locked into the name Curbside San Diego?



Diane: City and DTS voted to make this a cohesive name for downtown.

Todd: Potential closure to in house dining , how can we expand?

Diane: 2 options. New permit and apply again. July 14th council may vote to have this going on 7 days a week. Also PROW permits to have individual businesses provide their own extended patio. This would be much more inclusive & cut costs of closing streets.

Harry: Will the individual expansions call for a smaller pace to expand on to.

Diane: It is a hit or miss on how much space they will lose.

a. Curbside Pick Up Signs

Diane: Curbside pick up signs are ready & we made small batch prints. Will send emails today to see if any businesses want to receive. Next question is to see if Chris Ward & Mayor to see if we can have some leniency. Signs are easy to attach with zip ties .

b. Social Media Update

Michael: We have been using this time to increase following. So far facebook has increased by 800. Insights have shown 26,000per week from instagram page. We have had a 2,000 follower increase on instagram. This will provide a larger platform to market when all events start happening. Ambassador Program Update

Diane: We currently have 9 ambassadors. 10 neighborhoods. We are almost completely covered. Next week will have a meeting to engage new volunteers. Michael is doing outreach to figure out specials. Challenging to do over zoom.

Justin: Who is the target? Resident or business?

Diane: Working with HOA & businesses.

c. Database Update

Karamia: Completed the sourcing of a database that meets the needs of the organization. Currently building it from the ground up and cleaning up spreadsheets that have been accumulating for the last 10 years to be able to import data. Completed the first phase of mapping to customize to our needs as a BID. On to the next phase of integrating platforms we are currently using and verifying the constituents that will make up the accounts in the CRM. Starting phase 2 of setting up financials, analytics and integrating other platforms. Phase 3 will be figuring out which applications will benefit us and creating them to be integrated with the database and CRM. expected to complete phase 1 of having majority of accounts verified, and segmented within the next 60-90 days.

d. Request from Downtown Partnership: Gift Card Giveaway Program



Michael: We have a request from DTPS to do a gift card giveaway. They are looking for a donation of \$5,000. All will go back to EV businesses.

Harry: How are they promoting and distributing?

Diane: Similar to our giveaway. They will use an online generator to randomly pull anyone who engages the page.

Harry: What have we spent on our giveaway?

Diane: Our giveaway is \$50 a week for 1 month. Could go for 5 months, but would need a vote.

Terry motion → Harry 2nd→ All in favor 5:14 PM

e. Discussion: Adding financial support for more Clean and Safe workers in East Village

Diane: In regards to James's idea to add additional clean and safe ambassadors in EV. We are waiting on the official proposal. Alonso provided a rough estimate of \$4,500 per ambassador a month at 40 hours a week. They will be dedicated to EV. Would like thoughts on the option.

Artem: Maybe we can get pinnacle involved to donate to the cause.

Harry: This could be a good use of parking funds.

Artem: Will there be security?

Harry: Is this the price that they pay for their people?

Diane: Yes, plus one time cost for a bike, and \$100 for phones. Not included in this cost is the management fee. \$4,500 might go up but not much.

Terry: Could we get the 2021 budget?

Diane: Budget was approved pre Covid so we will need to make adjustments. Parking & transit will not be affected.

Todd: Would be a good use of funds. They are not police officers but they make a big difference for us.

Artem: Anytime there was an issue the clean and safe would be there immediately, but not this time. Right now we can not just stay informed we have to brainstorm ideas of what else we can do. Too many small businesses have come and gone and we need to protect them.

James: In regards to sending out group emails regarding public issues we are violating the Brown Act. It will be considered a Quorum. If any other items come up regarding homeless or safety, contact Diane and get the bullet put on the agenda.



Todd: We will get and show results by putting a couple people. If results are good we may be able to get sponsorships.

Terry: As an organization & financially investing more into personnel with a lot of good things I want to make sure each individual project is followed through on.

James: It is very dicey on 15th and 16th (back to artemis feelings). We need to put pressure on people, not just the city. 2020 has caused a lot with Covid & policing being restricted. This will take a coalition. If we build, this our chance when new management happens in the city in November. We can really dive in next week and talk about what we can do as a whole.

Artem: Would love to see what we can do as a board with outreach and advocacy . It is a difficult time and we do not want to lose more.

Todd: I share the same thoughts we can always do better. I feel we were about to have a flagship event with high revenue & inclusion. There was nothing we could do as the events were jerked from under us. We will pull through working with what we got.

Harry: We are going through tough times and challenges, but we can not live on the fact of what we did not get to do. We need to look at what we can continue to do. There is a new regulation every week. Our job as an organization to make sure our members are informed. Strategic planning meetings are a great idea, but we need to do this consistently.

Todd: We can not be compared to Gaslamp or Little Italy. We need to improve and deliver. A big part of what we put out is what we get out.

Terry: I hear your point of view. I was expressing thoughts and issues that I wanted to discuss.

Artem: These conversations will only make us better.

Hasan: How is the agenda established?

James: Agenda is posted 48 hours and is open to the public. Please send responses and surveys. No further questions?

Meeting Adjourned 6:02 PM

VII. Standing East Village Association Committee Updates

a. Pre-design Committee

Simon Andrews

b. Finance Committee

David Miles

c. Marketing/Special Events Committee

Robyn Spencer



d. Placemaking Committee

Justin Navalle

- Growing Number of Encampments along with uptick in criminal acts

e. Community Issues Committee

Terry McCleary

f. Parking Transit Committee

Harry Schwartz